

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections – Summary Revision of Photo Electoral Rolls with reference to 01-01-2011 as the qualifying date – Payment of bills of Rs.14,43,750-00 to M/s Akshara Advertising Limited, Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign in all editions of Andhra Jyothi and Etemad of Hyderabad daily news papers on 04-12-2010– Sanctioned – Orders – Issued.

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GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

**G.O.Rt.No. 6108**

**Dated: 21-12-2010**

Read the following:-

1. G.A. (Elecs.E) Dept. Lr.No.3134/Elecs.E/A2/2010-17,  
dt: 02-12-2010.
2. From M/s Akshara Advertising Ltd., Hyderabad  
Bill No. S/181/10, dt:08-12-2010
3. G.O.Rt.No.5042, Fin. (Expr.GAD-I) Dept., dt:13-12-2010

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**ORDER:**

The Government in the Letter 1<sup>st</sup> read above, M/s Akshara Advertising Limited, Hyderabad have been requested to insert the paid advertisement of Awareness and Publicity Campaign of Summary Revision of Photo Electoral Rolls with reference to 01-01-2011 as the qualifying date in all editions of Andhra Jyothi and Etemad, Hyderabad editions in daily news papers on 04-12-2010 and also requested to submit bills as per I & PR approved rates. Accordingly, the advertisement was published in all editions of Andhra Jyothi and Etemad in Hyderabad Edition in daily news papers on 04-12-2010.

2. In the letter 2<sup>nd</sup> read above, M/s Akshara Advertising Limited, Hyderabad has submitted bills as per approved rates of I & PR Dept., for an amount of Rs.14,66,056-00 as advertisement charges for payment as detailed below:

a) Andhra Jyothi, All Editions dt: 04-12-2010 (35 X 25 Cms = 875.00 Sq.Cms @ Rs.1,500/-)	--	Rs.13,12,500-00
b) Etemad, Hyderabad Editions dt: 04-12-2010 (35 X 25 Cms = 875.00 Sq.Cms @ Rs.150/-)	--	Rs. 1,31,250-00
		----- Rs.14,43,750-00
1.5% Service Tax		21,656-00
2% Education Cess on Service Tax		433-00
1% Higher Education Cess on Service Tax		217-00
		----- Rs.14,66,056-00
		(Contd..2..)

3. Government, after careful examination have viewed that the Service Tax has to be borne by the firm/advertising agency and decided to pay Rs.14,43,750-00 (Rupees Fourteen lakhs forty three thousand seven hundred and fifty only) towards Publication Charges after excluding Service Tax and Cess.

4. In view of the above, Government hereby accord sanction for payment of **Rs.14,43,750/- (Rupees Fourteen lakhs forty three thousand seven hundred and fifty only)** to M/s Akshara Advertising Limited, Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign in all editions of Andhra Jyothi and Etemad, Hyderabad editions in daily news papers on 04-12-2010 for Summary Revision of Photo Electoral Rolls with reference to 01-01-2011 as the qualifying date.

5. The expenditure sanctioned in para 4 above shall be debited to "**2015 – Elections – M.H 103 Preparation and Printing of Electoral Rolls – SH (04) Assembly and Parliamentary Constituencies – 260 Advertisements, Sales and Publicity Expenses**" and shall be met from the funds provided vide G.O. 3<sup>rd</sup> read above.

6. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 4 above, obtain a cheque in favour of "**M/s Akshara Advertising Limited, Hyderabad**" and forward the same to this Department for taking necessary further action.

7. The Pay and Accounts Officer, Hyderabad are requested to admit the bill in relaxation of Treasury Control orders issued in the G.O 3<sup>rd</sup> read above.

8. M/s Akshara Advertising, Hyderabad shall pay the Service Tax directly to the Government.

9. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHANWAR LAL  
CHIEF ELECTORAL OFFICER &  
PRINCIPAL SECRETARY TO GOVERNMENT

To

M/s Akshara Advertising, 11-4-641/A, 1<sup>st</sup> Floor,  
Lane Opp.PTI Building, A.C.Guards, Hyderabad – 500004.

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

The Commissioner of Information & Public Relations, A.P., Hyderabad.

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

SF/SC.

//FORWARDED:: BY ORDER//

SECTION OFFICER